

## SUNSHINE DAYS

are plentiful in the beautiful Gulf Coast section of Southern Florida.

### From Snow to Southern Sunshine

Why be subjected to the discomforts and disadvantages of a long, cold winter. Why remain in a section where climatic conditions operate against you, where each year you are forced to endure the snow and sleet and encounter heavy winter expenses. Join the hundreds of enthusiastic families who have come down into the Florida sunshine, where so many opportunities and possibilities are open to you, and where ideal conditions and surroundings make for both pleasure and profit throughout the entire year.

### An Ideal Home

and an opportunity to make an independent living from a small cultivated area in the famous Land of Manatee in the heart of Florida's frost-proof fruit and vegetable growing district. Big returns from oranges, grapefruit and all early vegetables. Three to four different crops per year. Delightful climate year round. Beautiful little cities, free schools, churches, roads and progressive, hospitable people formerly from all parts of United States.

### All Newcomers Highly Pleased

and they are from all sections of the country. Everyone possesses the "I'm so glad I came" spirit. One enthusiastic Northerner, who moved down last winter, wrote in October to another Northerner in part as follows:

"I earnestly invite you to visit Manatee County. It will surely pay you, and speaking as a Northern man, born and bred in the Northern climate, I feel that I have the right to speak authoritatively, in a comparative way, between Minnesota, for instance, and Florida. I lived in Minnesota for over thirty years—at Rochester, St. Paul and Minneapolis—and at Chicago for five years. I spent the entire summer here this year, and never was so surprised to find climatic conditions as I did here. I have suffered many years more with the heat in Minnesota than I did here in this delightful section. I have never been so well, have gained in flesh and felt fine all summer long. I certainly feel that our Northern friends have not given this part of the country due credit in the matter of climate. As for productivity of soil, Manatee County is famous, and the opportunity for investment right now I believe to be better than any other locality that I know of in the United States. I have traveled in every State in the Union, having gone to Washington and Oregon three years ago to look over that country with a view to locating and I have chosen Florida in preference."

Let us tell you in detail of the advantages and opportunities. Our illustrated 64-page Manatee book sent on request. Now is an excellent time of year for you to investigate. I will gladly direct and assist you.

J. A. PRIDE, General Industrial Agent,  
Seaboard Air Line Railway, Suite 390, Norfolk, Va.

## A New Year Starts

BRUCE BARTON, Editor

### A NEW YEAR starts.

Why, sir, are you earning the very same salary you earned a year ago?

Why, madam, are you content to let him go on year after year without financial progress? Successful men say that their wives double their incomes: what have you done this past year to stimulate your husband?

Perhaps you two belong to the class who "do not believe in New Year's resolutions." If so, get out of that class.

The most successful business man we know makes the same three resolutions on January first of every year. Every other young man who means to grow instead of stagnate ought to adopt these three resolutions as his own:

*First: I will have at least one new idea a week: I will keep my mind actively searching for ideas.*

Do ideas pay? W. B. Leeds, when he was a subordinate in the Pennsylvania Railroad offices, got the idea that the tin mines of Indiana could be made to produce tin as cheaply as the tin mines of Wales. That idea made him the tin-plate-king of America. How long since you have had a real idea?

*Second: I will devise some way in the job I now hold to save my employer money this year.*

Andrew Carnegie offered a bonus to the young men in his employ who could discover means to save him money. To-day "Carnegie's boys" are millionaires.

*Third: I will give myself some definite training in the evenings this year to equip me for a more profitable position.*

Andrew Johnson was a tailor; Cardinal Wolsey was a butcher's clerk; John Wanamaker started in business at \$1.25 a week; Carnegie started at \$3; Abraham Lincoln took the job of postmaster so that he could read the newspapers that passed through his hands; Thurlow Weed walked two miles in the snow, with rags around his feet, to borrow books.

There is no man in the United States who can not make progress in business this year if he is determined to make progress. But Heaven itself can not promote the man who is content to drift.

"Men talk of victory as of something fortunate," said Emerson. "Work is victory: wherever work is done, victory is obtained. There is no chance, and no blanks."

Are you going to be further ahead at the beginning of next year than you are to-day?

Madam, what are you going to do to help him?

If you are a young man who is really trying for a better place in the world why not write me a personal sort of letter at my New York office, 95 Madison Avenue? It's possible I can make some suggestions about your reading and study that may be helpful.

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